

OLIVES NEW ZEALAND  
MINUTES SYNOPSIS OF EXECUTIVE MEETING  
THURSDAY 20<sup>TH</sup> NOVEMBER 2014  
TELEPHONE CONFERENCE 7.10 – 8.30 PM

**1. Present**

Andrew Taylor (President), Kay McKelvie (Vice President), Craig Leaf-Wright (Treasurer), John Dunlop, Gayle Sheridan

**2. Apologies**

Tony Millar, Bob Marshall, Allan Frazer

**3. Minutes of the October Meeting**

Action Points

Fungicide Report – There was discussion on the report drafted on withholding periods and it was resolved that the withholding periods for pesticides be changed to the specified protocol for on-label products and to 30 days for off-label products.

The report would be posted to the website and members advised via the newsletter. All processors would also be advised of these changes so that they can update their requirements accordingly.

**4. Financial Reports**

Craig spoke to the financial reports which had been circulated. He noted that most income and expenditure for the year has now been accounted for and the forecast surplus was \$8,500. He said that Certification had resulted in a conservative profit while Conference had broken even and the Awards were tracking to break even.

Craig spoke to the draft 2015 Budget which had been circulated. He said that this had been drafted on the basis of no major change apart from the increase in the Executive Officer remuneration and this would result in a minimal surplus. He pointed out this approach does not give the organisation any way of doing more things. He said the options are to continue as currently with a break-even scenario or to look at funding other (new) projects, for example research. The latter would require an increase in membership and/or membership.

The draft budget was approved with no increase to membership fees.

**5. Executive Officer Report**

Gayle spoke to her report which had been circulated.

Membership

Was now 192 compared with 176 in November 2013.

2014 Certification

Final results have now been received and the retained oils have gone into cool storage.

2014 Grove Census

Completed forms are being returned steadily and there would be a reminder in the newsletter.

Marketing

Steady sales of all merchandise material with good feedback on these.

### Food Writers Guild

The Guild President had expressed their support for a lunch featuring NZ EVOOs in Auckland or on Waiheke and options were being looked at. It was agreed that Olives NZ subsidise the lunch but need to try and measure effectiveness.

### Sponsorship

The sponsorship document had been updated and was ready to be sent to any potential new sponsors. The current sponsors would all be written to in December outlining their involvement to date, our appreciation and an invitation to renew their term.

### 2015 AGM

It was noted that the President and Treasurer were due to stand down at the end of their current terms and both signalled that they were available for re-election. Kay advised that she was not available to continue as Vice President so suggested that potential replacements be considered now.

### Conference 2015

Three draft budgets had been prepared; Conference, Advanced Processors Workshop and Product Diversification Seminar. Fernando would run the first two and the diversification seminar would be led by an Australian olive grove owner who had very successfully diversified into flavoured oils, table olives, tapenades and other products.

## **6. 2014 Executive Priorities**

### Productivity

Andrew noted that John was providing oversight for the Focus Grove Project.

### Processing

Andrew noted that this would be covered off by 2015 Conference.

### Marketing

Andrew the Merchandise subcommittee were dealing with this

## **7. General Business**

### Executive Officer Position Review

Andrew said that he had spoken individually with all of the Executive about this, including those not present. It was agreed that the Executive Officer position be made full time.

There being no further business the meeting was declared closed at 8.30pm. Andrew thanked those in attendance for their participation.

### For information - New Members

Elephant Hill Holdings Ltd, Hawke's Bay

Terry Fan Family Trust, Auckland

Shane Cummins, Long Paddock Olive Rustlers, NSW, Australia

## **NEXT MEETING**

**18 December 2014 – Teleconference starting at 7pm**